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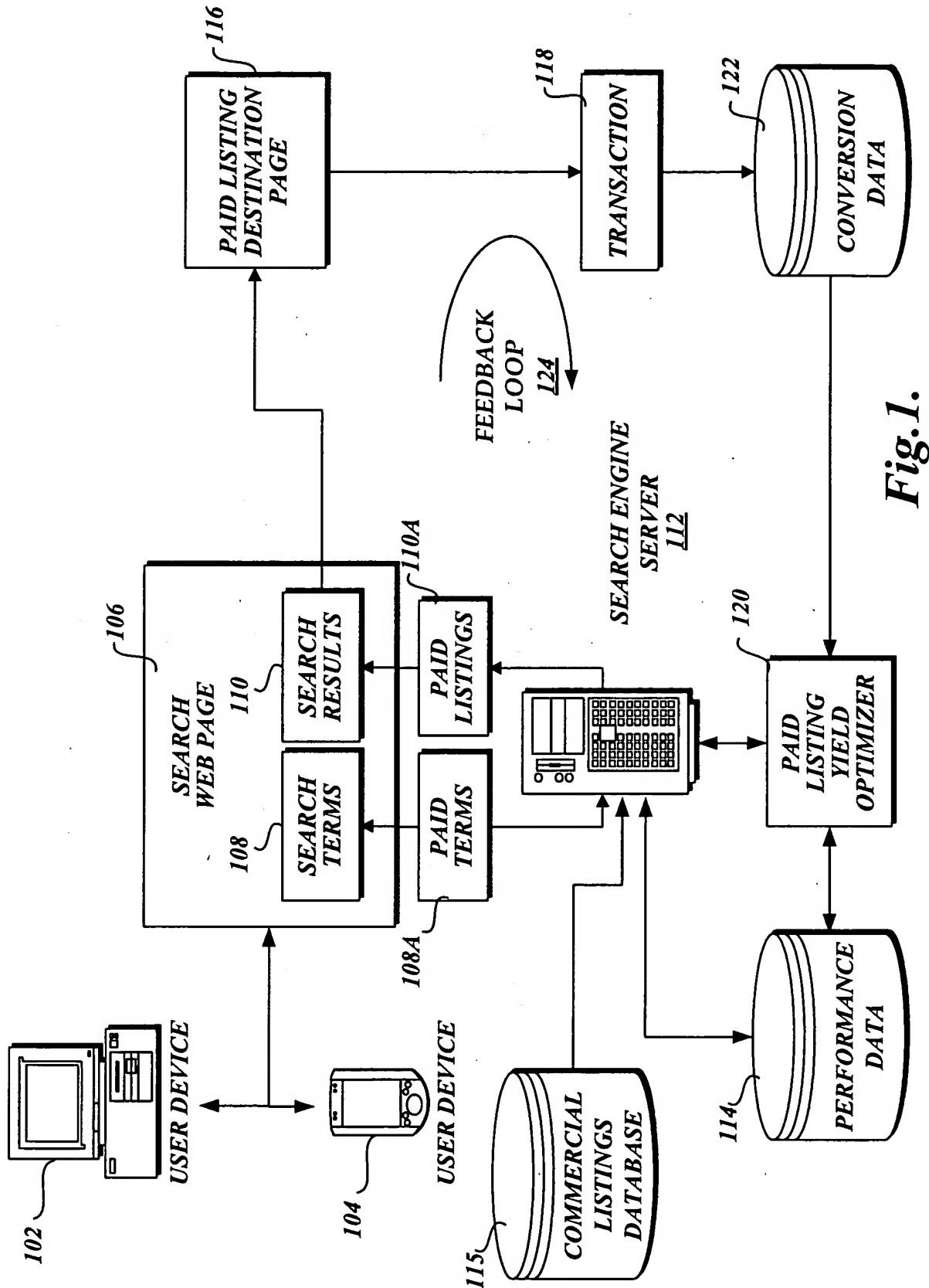


Fig. 1.

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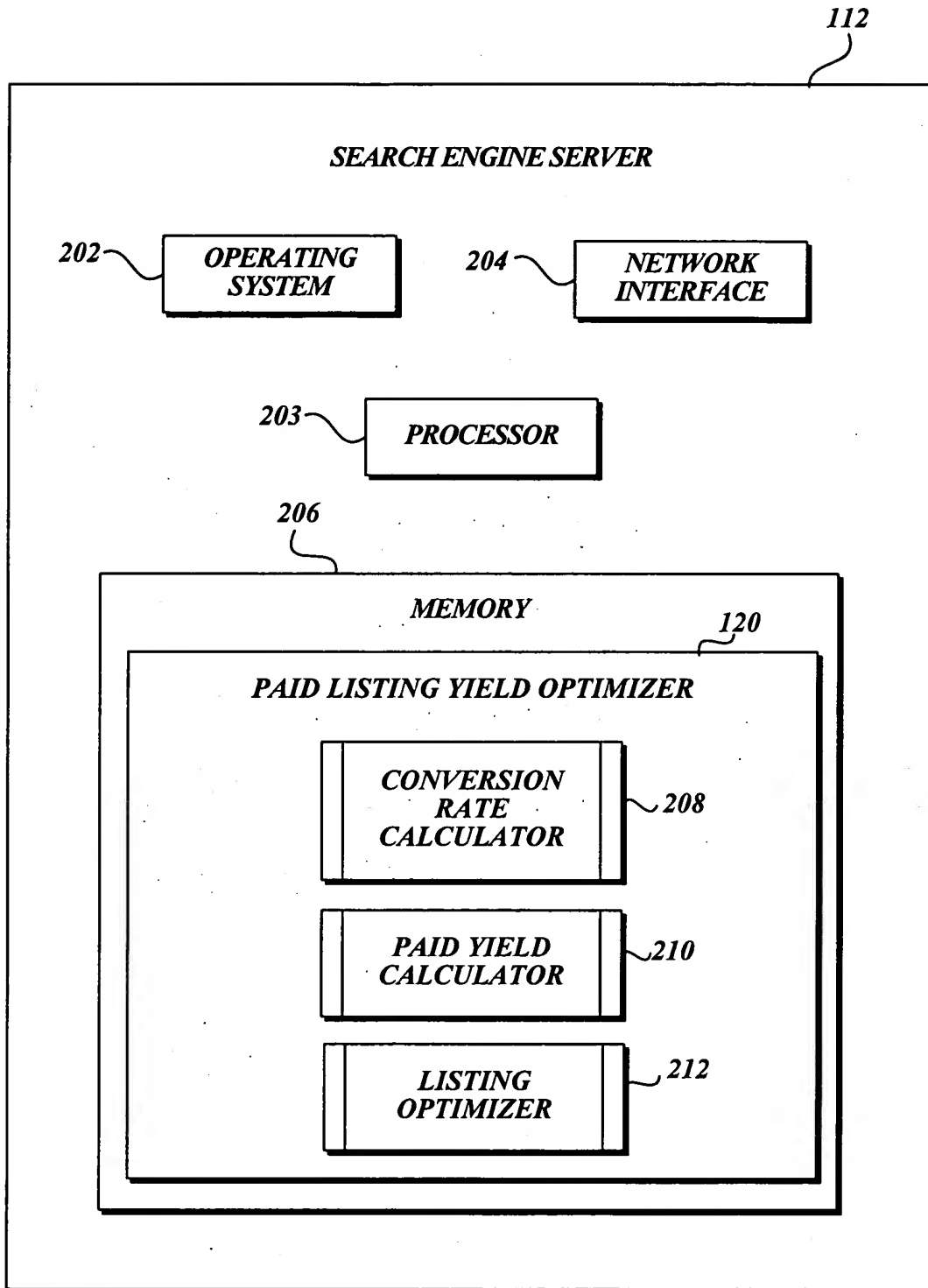


Fig.2.

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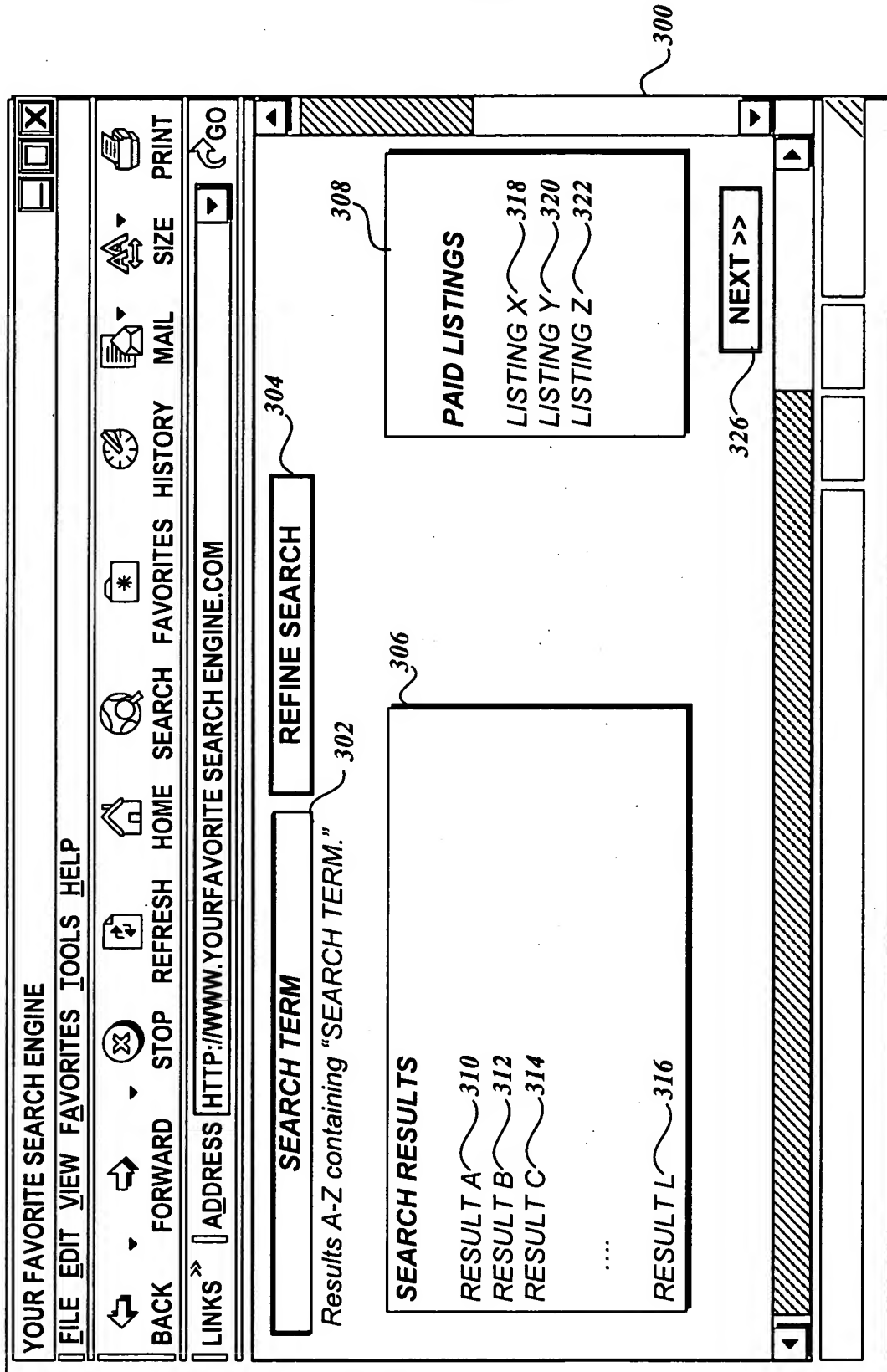


Fig.3.

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PAID LISTINGS	BID AMT (BID\$/CLICK)	X	PERFORMANCE (CTR)	=	AD REVENUE
LISTING X	\$ 1.00		1/100 CTR		\$1.00
LISTING Y	\$ 0.90		10/100 CTR		\$9.00
LISTING Z	\$ 0.50		8/100 CTR		\$4.00

Fig.4.

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PAID LISTINGS	CONVERSION RATE	X PERFORMANCE (CTR)	=	AD REVENUE (REV SHARE = 50%)
LISTING Z	\$ 5.00	8/100 CTR		\$20.00
LISTING Y	\$ 1.00	10/100 CTR		\$5.00
LISTING X	\$ 2.00	1/100 CTR		\$1.00

Fig. 5.

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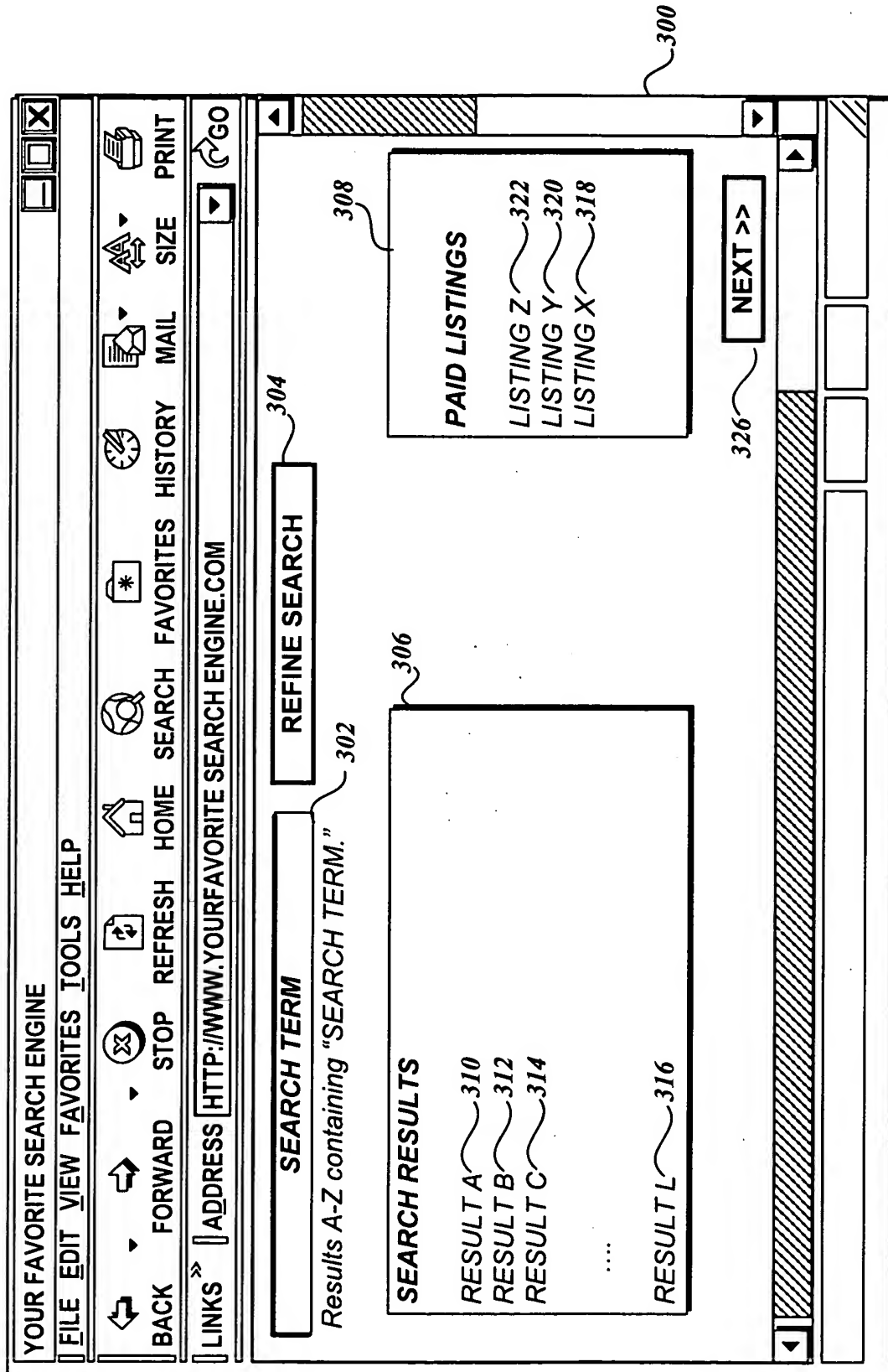


Fig. 6.

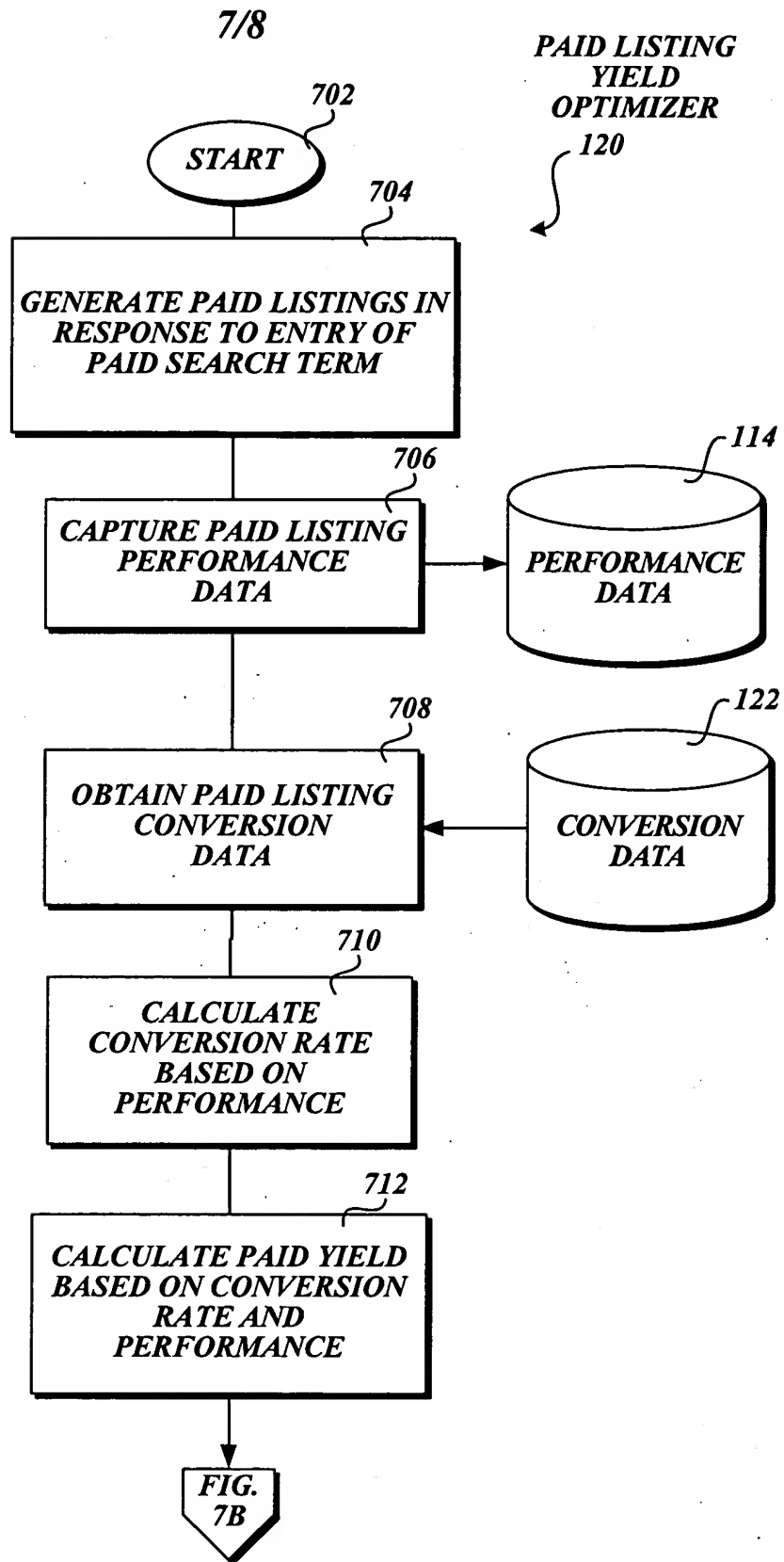


Fig. 7A.

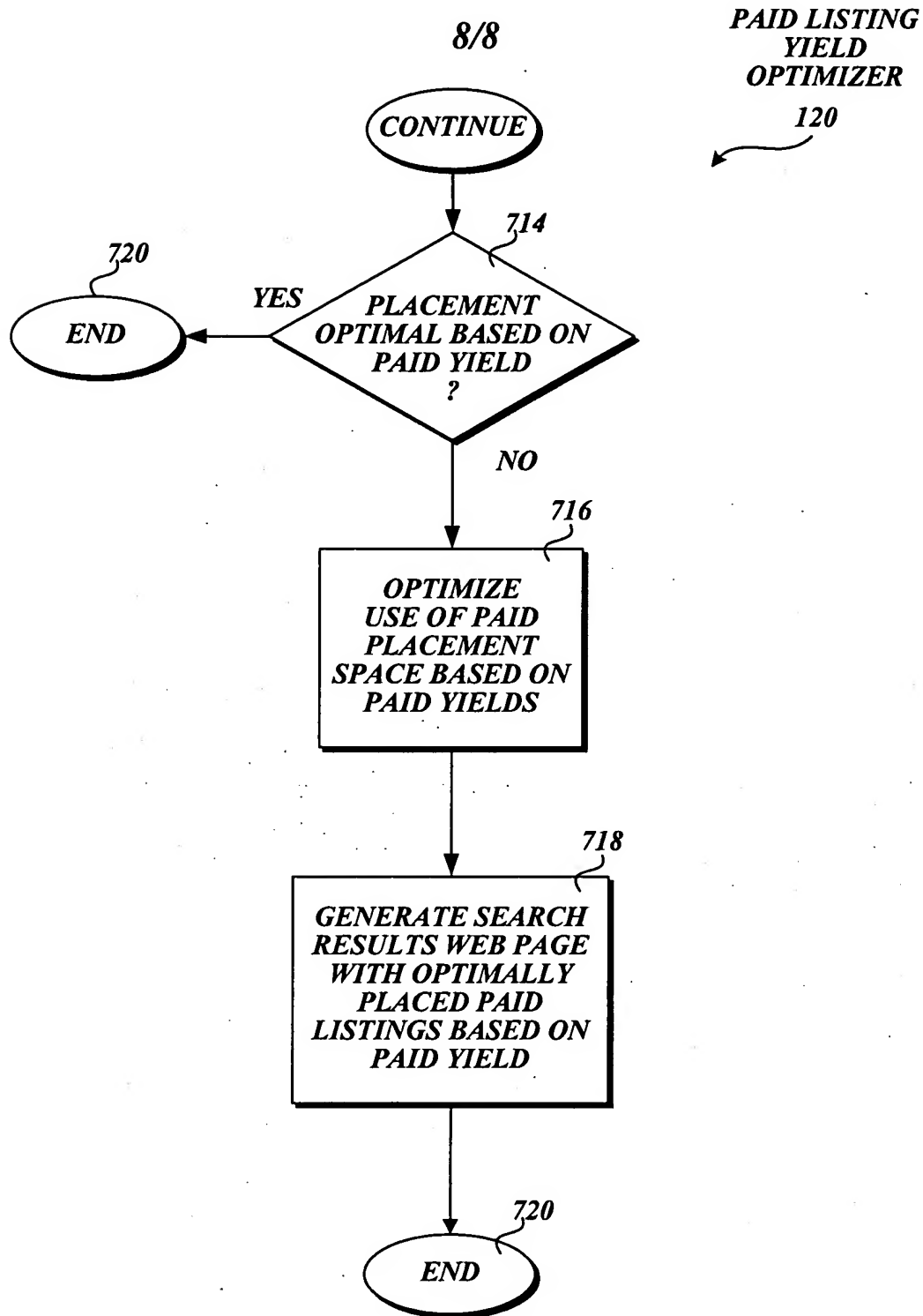


Fig. 7B.